

**PROJECT NUMBER :** 2306  
**PROJECT TITLE :** Marlboro Standardization/International Support  
**PROJECT LEADER :** W. R. Bell  
**PERIOD COVERED :** January, 1991

## **I. MARLBORO STANDARDIZATION**

- A. **Objective:** Analytical and subjective evaluations of production Marlboro KS/LS.
- B. **Status:** Data from POL tests, Marlboro Standardization Smoking Panel and Analytical is being reviewed and will be compiled and reported to the Marlboro Standardization Group.
- C. **Plans:** Compile analytical and subjective data from Standard VIII for the Standardization Group.

## **II. MARLBORO EXTRA LIGHTS, MARLBORO MEDIUM/MILDS**

- A. **Objective:** To develop a Marlboro line extension in 8-9 mg (Extra Lights) and/or 12-13 mg (Medium/Milds) using cork tipping.
- B. **Status:** Ad Pack tests were shipped to New York in November for both Medium/Milds and Extra Lights. POL 0361 cigarettes using Blend 259 and Marlboro Ultra Lights flavor system have been produced in Semiworks. This product is targeted to deliver 9 mg tar (FTC) and will be subjectively analyzed pending C.I. results. All casings and aftercut were analyzed by Basic Flavor Investigation.

Six models using Blend 259 and Merit Blend with Marlboro Ultra Lights aftercut, modified Marlboro aftercut and a new Marlboro Extra aftercut were produced in the Semiworks. These models are for internal evaluation of blends and flavors.

- C. **Plans:** Conduct subjective evaluations on new models while awaiting POL results.

## **III. DOMESTIC PANEL**

- A. **Objective:** Provide subjective evaluations (rod aroma and smoking characteristics) for domestic markets.
- B. **Status:** Fifteen (15) panels were conducted during this reporting period.

## **IV. INTERNATIONAL SUPPORT**

- A. **Objective:** Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.

- B. **Status:** Seventeen (17) panels were completed during this reporting period.

V. **MARLBORO (KOREA)**

- A. **Objective:** Develop a reduced tar Marlboro cigarette to better compete in the Korean market.
- B. **Status:** The five models with different casings and aftercuts on GCC blends have been subjectively screened against the control. Three models have been selected as having a "softer" subjective profile as compared to the control. Two models will be selected as "best" candidates for a future Seoul Consumer Panel.

VI. **PROJECT VICEROY (PANAMA)**

- A. **Objective:** Develop a prototype to compete with Viceroy (BAT) in Panama.
- B. **Status:** Two experimental aftercuts have been developed to compete with Viceroy in Panama. Preblends for the aftercuts have been compounded and analyzed by the Flavor Center and Flavor Development. These have been shipped to Panama for evaluation.

2022201492